



PATENT

Attorney Docket No. A-69258/RMA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: RANKA et al. Serial No.: 09/586,387 Filing Date: June 2, 2000 For: Method, algorithm, and computer program for optimizing the performance of messages including advertisements in an interactive measurable medium	Examiner: ELISCA, PIERRE E Group Art Unit: 3621 Confirmation No.: 7011 <u>CERTIFICATE OF MAILING</u> I hereby certify that this correspondence and its listed enclosures is being deposited with the United States Postal Service as First Class Mail addressed to Commissioner for Patents; P.O. Box 1450; Alexandria, VA 22313-1450 on October 14, 2004. Signed <u>Joyce Abriam</u> Joyce Abriam
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AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RECEIVED

OCT 22 2004

GROUP 3600

Sir:

Following is Applicants' response to the non-final Office Action mailed July 14, 2004. A response is due October 14, 2004, making this a timely response. Please amend the application as indicated on the following pages, and consider the remarks herein.

Amendments to the Specification begin on page 2 of this paper.

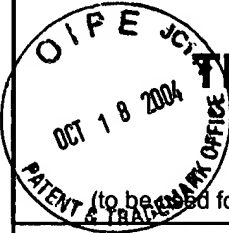
Amendments to the Claims are reflected in the listing of claims which begins on page 5 of this paper.

Remarks/Arguments begin on page 23 of this paper.

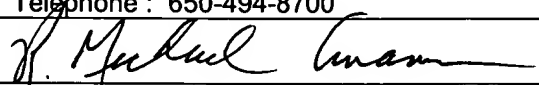
Applicant's check is enclosed to cover additional fees associated with the additional number of independent claims introduced my amendment of dependent claims in this amendment. While Applicant believes that no further fees are due at this time, the Commissioner is authorized to charge any fees that may be due as a result of filing this amendment, including additional claims fees not already paid for, extension fees or other fees that have not been separately paid, to Deposit Account 50-2319 (Order No. A-69258/RMA).

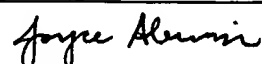
10/20/2004 KBETEM1 00000028 09506387

01 FC:2201
02 FC:2202660.00 DP
9.00 DP

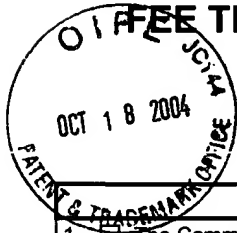
 <h1 style="text-align: center;">TRANSMITTAL FORM</h1> <p style="text-align: center;">(to be used for all correspondence after initial filing)</p>		Application No.	09/586,387
		Filing Date	June 2, 2000
		First Named Inventor	Sanjay Ranka
		Examiner Name	Elisca, Pierre E.
		Group Art Unit	3621
Total Number of Pages in This Submission	26	Attorney Docket No.	A-69258/RMA (468881-5)

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached - check in the amount of \$669.00 <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, No. of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): <div style="text-align: right;">self-addressed stamped Postcard.</div>
<div style="text-align: right; font-size: 2em; font-weight: bold;">RECEIVED</div> <div style="text-align: right; font-size: 1.2em;">OCT 22 2004</div> <div style="text-align: right; font-size: 2.5em; font-weight: bold;">GROUP 3600</div>		
<div style="border: 1px solid black; padding: 5px;"> Remarks </div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm or Individual name	R. Michael Ananian, Esq., Reg. No. 35,050 <i>Filed under 37 CFR 1.34(a)</i> DORSEY & WHITNEY LLP 4 Embarcadero Center, Suite 3400 San Francisco, CA 94111 Telephone : 650-494-8700	<div style="font-size: 1.2em; font-weight: bold;">Customer Number 32940</div>
Signature		
Date	October 14, 2004	

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service with Sufficient postage as first class mail in an envelope addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:			
Typed or printed name	Joyce Abriam		
Signature		Date	October 14, 2004

APPLICATION FEE TRANSMITTAL SHEET (FY 2004)



Complete if Known

Application No.	09/586,387
Filing Date	June 2, 2000
First Named Inventor	Sanjay RANKA
Group Art Unit	3621
Examiner Name	Elisca, Pierre E.
Atty. Docket Number	A-69258/RMA (468881-5)

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OCT 22 2004
GROUP 3600

METHOD OF PAYMENT (Check One)

1. ☐ The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:

Deposit Account No.: 50-2319

Deposit Account Name: DORSEY & WHITNEY LLP

☒ Charge any additional fees or credit any over payments to required under 37 C.F.R. 1.16 and 1.17 to:

Deposit Account No.: 50-2319

Deposit Account Name: DORSEY & WHITNEY LLP

☒ Applicant claims small entity status (see 37 C.F.R. 1.27)

2. ☒ Check Enclosed in the amount of \$ 669.00

FEE CALCULATION

1. BASIC FILING FEE

Large Entity Fee	Small Entity Fee	Fee Description
160	80	<input type="checkbox"/> Provisional Filing Fee
770	385	<input type="checkbox"/> Utility Filing Fee
340	170	<input type="checkbox"/> Design Filing Fee
770	385	<input type="checkbox"/> Reissue Filing Fee
Subtotal (1)		

2. EXTRA* CLAIM FEES

	Number Claims	Prior	Extra	Fee from Below*	Fee Paid
Total	99	- 83	= 1	x \$9.00	= \$ 9.00
Indep.	18	- 3	= 15	x \$44.00	= \$ 660.00
Multiple Dependent Claims			=	x \$150.00	= \$
Subtotal (2) \$ 669.00					

*Calculation of Extra Claim Fees

Large Entity Fee	Small Entity Fee	Fee Description
18	9	Claims in excess of 20
86	43	Independent claims in excess of 3
290	145	Multiple dependent Claim
84	42	Reissue independent claims over original patent
18	9	Reissue claims in excess of 20 and over original patent

FEE CALCULATION (Continued)

3. ADDITIONAL FEES

Large Entity Fee	Small Entity Fee	Fee Description	Fee paid
50	25	Surcharge - late provisional filing fee or cover sheet	
130	65	Surcharge - Late non-provisional filing fee or oath	
180	180	Submission of IDS	
40	40	Recording each patent assignment per property (times number of properties)	
110	55	Extension for reply within first month	
420	210	Extension for reply within second month	
950	475	Extension for reply within third month	
1,480	740	Extension for reply within fourth month	
2010	1005	Extension for reply within fifth month	
770	385	Submission After Final 1.129	
330	165	Notice of Appeal	
330	165	Filing a brief in support of an appeal	
290	145	Request for oral hearing	
110	55	Terminal Disclaimer Fee	
130	130	Petitions to the Commissioner	
50	50	Petitions related to provisional applications	
1,330	665	Utility/Reissue Issue Fee (including advance copies)	
480	240	Design Issue Fee (inc. advance copies)	
770	385	Request for Continued Examination (RCE)	
300	300	Publication fee for early, voluntary, or normal publication	
300	300	Publication fee for re-publication	
110	55	Petition to Revive - unavoidable	
1,330	665	Petition to Revive - unintentional	

OTHER FEE (specify):

Subtotal (3)

Total Amount of Payment:

Submitted by:

Name: R. Michael Ananian, Reg. No.: 35,050

Filed under 37 CFR 1.34(a)

Telephone: (650) 494-8700

DORSEY & WHITNEY LLP

Four Embarcadero Center, Suite 3400
San Francisco, California 94111-4187

Customer Number 32940

Signature:

R. Michael Ananian

Date: October 14, 2004